

Conservative Party Poll

ONLINE Fieldwork : 14th-16th December 2012

Absolutes/col percents

Table 1

Q.2 Which of these statements is closest to your view, even if neither statement represents exactly what you think?

Base: All respondents

	Gender		Age			Social Grade				Region					Employment Sector		2010 Vote			
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Scot-land	North Eng-land	Mid-lands	Wales & South West	London & South East	Public	Pri-vate	Con	Lab	LibDem
Unweighted base	2053	1014	1039	447	772	834	595	574	352	532	176	507	539	299	532	287	718	604	414	420
Weighted base	2053	1006	1047	575	739	739	554	595	431	472	178	515	542	296	522	341	809	580	470	376
The best way for the Government to help working people on low incomes is to let them keep more of the money they earn in the first place, by taking less in income tax - and by freezing Fuel Duty	1664 81%	811 81%	853 81%	440 76%	596 81%	628 85%	460 83%	480 81%	351 81%	373 79%	141 79%	422 82%	444 82%	239 81%	418 80%	279 82%	651 80%	501 86%	357 76%	321 85%
The best way for the Government to help working people on low incomes is to continue to take the same amount of income tax as before, but give them some money back in the form of tax credits	389 19%	195 19%	194 19%	136 24%	143 19%	110 15%	94 17%	115 19%	80 19%	99 21%	37 21%	94 18%	97 18%	57 19%	104 20%	62 18%	158 20%	79 14%	114 24%	55 15%

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Table 2

Q.3 Do you agree or disagree with the following statements?**a) Benefits have been rising twice as fast as wages since the crisis began so it's fair to cap in-work and out-of-work benefit rises at 1 per cent for a temporary period****Base: All respondents**

	Gender			Age			Social Grade				Region					Employment Sector		2010 Vote		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Scot-land	North Eng-land	Mid-lands	Wales & South West	London & South East	Public	Pri-vate	Con	Lab	LibDem
Unweighted base	2053	1014	1039	447	772	834	595	574	352	532	176	507	539	299	532	287	718	604	414	420
Weighted base	2053	1006	1047	575	739	739	554	595	431	472	178	515	542	296	522	341	809	580	470	376
NET: Agree	1274	672	601	302	445	526	378	379	281	236	114	317	338	179	327	229	509	447	244	244
	62%	67%	57%	53%	60%	71%	68%	64%	65%	50%	64%	61%	62%	60%	63%	67%	63%	77%	52%	65%
Strongly agree	(4) 562	327	235	121	193	248	175	171	131	84	45	143	143	82	149	100	241	261	82	88
	27%	33%	22%	21%	26%	34%	32%	29%	30%	18%	25%	28%	26%	28%	29%	29%	30%	45%	17%	23%
Somewhat agree	(3) 712	345	367	181	253	278	202	208	150	151	69	173	195	97	178	130	268	186	162	156
	35%	34%	35%	31%	34%	38%	37%	35%	35%	32%	39%	34%	36%	33%	34%	38%	33%	32%	35%	42%
Somewhat disagree	(2) 277	124	153	87	87	104	60	82	60	75	26	69	67	43	72	40	100	47	84	47
	14%	12%	15%	15%	12%	14%	11%	14%	14%	16%	14%	13%	12%	15%	14%	12%	12%	8%	18%	13%
Strongly disagree	(1) 241	130	111	54	113	74	57	54	37	93	22	69	57	39	54	23	91	34	87	49
	12%	13%	11%	9%	15%	10%	10%	9%	9%	20%	12%	13%	11%	13%	10%	7%	11%	6%	19%	13%
NET: Disagree	518	254	264	140	200	178	117	136	97	168	47	138	124	82	126	63	191	81	171	97
	25%	25%	25%	24%	27%	24%	21%	23%	22%	36%	26%	27%	23%	28%	24%	19%	24%	14%	36%	26%
Don't know	261	79	182	133	94	34	59	81	53	68	17	60	80	35	69	48	109	52	55	35
	13%	8%	17%	23%	13%	5%	11%	14%	12%	14%	10%	12%	15%	12%	13%	14%	13%	9%	12%	9%
Mean	2.89	2.94	2.84	2.84	2.81	2.99	3.00	2.96	2.99	2.56	2.85	2.86	2.92	2.85	2.93	3.04	2.94	3.28	2.58	2.83
Standard deviation	1.00	1.02	0.97	0.96	1.05	0.96	0.97	0.95	0.95	1.06	0.98	1.03	0.97	1.03	0.98	0.89	1.00	0.87	1.03	0.97
Standard error	0.02	0.03	0.03	0.05	0.04	0.03	0.04	0.04	0.05	0.05	0.08	0.05	0.04	0.06	0.05	0.06	0.04	0.04	0.05	0.05

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Table 3
Q.3 Do you agree or disagree with the following statements?
b) When public sector workers' pay is only being increased by 1 per cent for a temporary period, it's fair to cap in-work and out-of-work benefit rises at 1 per cent temporarily too
Base: All respondents

	Gender			Age			Social Grade				Region					Employment Sector		2010 Vote		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Scot-land	North Eng-land	Mid-lands	Wales & South West	London & South East	Public	Pri-vate	Con	Lab	LibDem
Unweighted base	2053	1014	1039	447	772	834	595	574	352	532	176	507	539	299	532	287	718	604	414	420
Weighted base	2053	1006	1047	575	739	739	554	595	431	472	178	515	542	296	522	341	809	580	470	376
NET: Agree	1334 65%	703 70%	631 60%	315 55%	470 64%	549 74%	389 70%	407 68%	280 65%	257 54%	114 64%	323 63%	360 67%	192 65%	344 66%	241 71%	543 67%	469 81%	262 56%	256 68%
Strongly agree	(4) 560 27%	320 32%	240 23%	94 16%	217 29%	249 34%	174 31%	181 30%	109 25%	97 20%	56 32%	137 27%	148 27%	83 28%	136 26%	117 34%	216 27%	246 42%	88 19%	98 26%
Somewhat agree	(3) 774 38%	383 38%	391 37%	221 38%	253 34%	300 41%	215 39%	227 38%	172 40%	160 34%	58 32%	186 36%	213 39%	109 37%	208 40%	124 36%	327 40%	223 38%	174 37%	158 42%
Somewhat disagree	(2) 288 14%	132 13%	155 15%	96 17%	94 13%	98 13%	80 14%	71 12%	62 14%	76 16%	27 15%	74 14%	72 13%	43 14%	72 14%	56 16%	97 12%	42 7%	100 21%	51 14%
Strongly disagree	(1) 191 9%	103 10%	87 8%	42 7%	85 11%	64 9%	47 9%	42 7%	37 9%	64 14%	21 12%	62 12%	40 7%	26 9%	42 8%	20 6%	68 8%	23 4%	58 12%	38 10%
NET: Disagree	478 23%	236 23%	243 23%	138 24%	179 24%	162 22%	127 23%	113 19%	99 23%	140 30%	48 27%	136 26%	111 21%	69 23%	114 22%	75 22%	165 20%	65 11%	158 34%	89 24%
Don't know	241 12%	67 7%	174 17%	122 21%	91 12%	28 4%	38 7%	75 13%	52 12%	75 16%	16 9%	56 11%	70 13%	35 12%	63 12%	25 7%	101 12%	46 8%	50 11%	30 8%
Mean	2.94	2.98	2.90	2.81	2.93	3.03	3.00	3.05	2.93	2.73	2.93	2.87	2.99	2.95	2.96	3.07	2.98	3.29	2.70	2.92
Standard deviation	0.94	0.96	0.92	0.87	1.00	0.92	0.93	0.90	0.92	1.01	1.01	0.99	0.90	0.94	0.91	0.89	0.91	0.79	0.95	0.93
Standard error	0.02	0.03	0.03	0.05	0.04	0.03	0.04	0.04	0.05	0.05	0.08	0.05	0.04	0.06	0.04	0.05	0.04	0.03	0.05	0.05

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Table 4

Q.3 Do you agree or disagree with the following statements?**c) Dealing with the deficit means controlling the welfare bill, so it's fair to cap in-work and out-of-work benefit rises at 1 per cent for a temporary period****Base: All respondents**

	Gender			Age			Social Grade				Region					Employment Sector		2010 Vote		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Scot-land	North Eng-land	Mid-lands	Wales & South West	London & South East	Public	Pri-vate	Con	Lab	LibDem
Unweighted base	2053	1014	1039	447	772	834	595	574	352	532	176	507	539	299	532	287	718	604	414	420
Weighted base	2053	1006	1047	575	739	739	554	595	431	472	178	515	542	296	522	341	809	580	470	376
NET: Agree	1302 63%	689 68%	613 59%	310 54%	463 63%	529 72%	388 70%	390 66%	279 65%	245 52%	110 62%	324 63%	343 63%	183 62%	342 65%	231 68%	543 67%	481 83%	245 52%	246 65%
Strongly agree	(4) 531 26%	323 32%	209 20%	93 16%	192 26%	247 33%	169 31%	168 28%	110 25%	85 18%	46 26%	140 27%	132 24%	81 27%	132 25%	106 31%	205 25%	250 43%	74 16%	94 25%
Somewhat agree	(3) 771 38%	367 36%	404 39%	217 38%	272 37%	282 38%	219 39%	223 37%	169 39%	160 34%	63 36%	184 36%	211 39%	103 35%	209 40%	125 37%	337 42%	230 40%	171 36%	153 41%
Somewhat disagree	(2) 286 14%	131 13%	156 15%	90 16%	95 13%	102 14%	64 12%	71 12%	71 16%	80 17%	27 15%	67 13%	77 14%	38 13%	78 15%	48 14%	95 12%	41 7%	90 19%	49 13%
Strongly disagree	(1) 227 11%	121 12%	106 10%	47 8%	102 14%	79 11%	61 11%	60 10%	24 5%	82 17%	25 14%	70 14%	43 8%	47 16%	43 8%	30 9%	69 9%	23 4%	84 18%	47 13%
NET: Disagree	514 25%	252 25%	262 25%	137 24%	197 27%	180 24%	126 23%	131 22%	94 22%	162 34%	52 29%	137 27%	120 22%	85 29%	120 23%	78 23%	165 20%	64 11%	174 37%	96 26%
Don't know	237 12%	65 6%	172 16%	128 22%	79 11%	29 4%	40 7%	74 12%	58 13%	65 14%	17 9%	54 11%	78 14%	28 9%	60 11%	32 9%	101 13%	35 6%	52 11%	33 9%
Mean	2.88	2.95	2.82	2.80	2.84	2.98	2.97	2.95	2.98	2.61	2.81	2.86	2.93	2.81	2.93	2.99	2.96	3.30	2.56	2.86
Standard deviation	0.97	1.00	0.93	0.89	1.01	0.97	0.97	0.96	0.86	1.03	1.02	1.02	0.90	1.05	0.91	0.94	0.90	0.79	1.00	0.97
Standard error	0.02	0.03	0.03	0.05	0.04	0.03	0.04	0.04	0.05	0.05	0.08	0.05	0.04	0.06	0.04	0.06	0.04	0.03	0.05	0.05

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Table 5
Gender
Base: All respondents

	Gender			Age			Social Grade				Region					Employment Sector		2010 Vote		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Scot-land	North Eng-land	Mid-lands	Wales & South West	London & South East	Public	Pri-vate	Con	Lab	LibDem
Unweighted base	2053	1014	1039	447	772	834	595	574	352	532	176	507	539	299	532	287	718	604	414	420
Weighted base	2053	1006	1047	575	739	739	554	595	431	472	178	515	542	296	522	341	809	580	470	376
Male	1006	1006	-	247	379	380	277	292	226	212	92	269	251	141	253	145	473	314	239	174
	49%	100%	-	43%	51%	51%	50%	49%	52%	45%	52%	52%	46%	48%	49%	42%	58%	54%	51%	46%
Female	1047	-	1047	328	360	358	277	304	206	260	86	247	291	155	268	196	336	265	231	202
	51%	-	100%	57%	49%	49%	50%	51%	48%	55%	48%	48%	54%	52%	51%	58%	42%	46%	49%	54%

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Table 6
Age
Base: All respondents

	Gender			Age			Social Grade				Region					Employment Sector		2010 Vote		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Scot-land	North Eng-land	Mid-lands	Wales & South West	London & South East	Public	Pri-vate	Con	Lab	LibDem
Unweighted base	2053	1014	1039	447	772	834	595	574	352	532	176	507	539	299	532	287	718	604	414	420
Weighted base	2053	1006	1047	575	739	739	554	595	431	472	178	515	542	296	522	341	809	580	470	376
18-24	246 12%	87 9%	159 15%	246 43%	-	-	48 9%	101 17%	42 10%	55 12%	18 10%	49 10%	83 15%	28 9%	69 13%	51 15%	101 13%	43 7%	37 8%	30 8%
25-34	329 16%	160 16%	169 16%	329 57%	-	-	71 13%	114 19%	79 18%	64 14%	22 12%	93 18%	84 15%	43 14%	88 17%	78 23%	179 22%	42 7%	87 19%	70 19%
35-44	390 19%	193 19%	197 19%	-	390 53%	-	87 16%	109 18%	89 21%	105 22%	30 17%	99 19%	116 21%	63 21%	82 16%	75 22%	223 28%	99 17%	108 23%	68 18%
45-54	349 17%	186 18%	163 16%	-	349 47%	-	70 13%	87 15%	103 24%	89 19%	31 17%	86 17%	86 16%	59 20%	87 17%	80 23%	173 21%	85 15%	94 20%	62 17%
55-64	308 15%	143 14%	165 16%	-	-	308 42%	112 20%	65 11%	46 11%	85 18%	33 19%	71 14%	79 15%	37 12%	88 17%	51 15%	90 11%	111 19%	61 13%	63 17%
65+	431 21%	238 24%	193 18%	-	-	431 58%	167 30%	118 20%	72 17%	74 16%	44 25%	117 23%	94 17%	67 23%	109 21%	7 2%	41 5%	200 35%	82 18%	83 22%
Average age	47.03	48.49	45.63	26.57	44.81	65.18	51.16	44.35	45.77	46.73	49.19	47.64	45.28	47.84	47.05	40.62	41.27	53.40	46.49	47.94

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Table 7
Social Grade
Base: All respondents

	Gender			Age			Social Grade				Region					Employment Sector		2010 Vote		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Scot-land	North Eng-land	Mid-lands	Wales & South West	London & South East	Public	Pri-vate	Con	Lab	LibDem
Unweighted base	2053	1014	1039	447	772	834	595	574	352	532	176	507	539	299	532	287	718	604	414	420
Weighted base	2053	1006	1047	575	739	739	554	595	431	472	178	515	542	296	522	341	809	580	470	376
AB	554 27%	277 28%	277 26%	119 21%	157 21%	278 38%	554 100%	-	-	-	42 23%	137 27%	142 26%	76 26%	158 30%	135 40%	166 20%	186 32%	112 24%	123 33%
C1	595 29%	292 29%	304 29%	215 37%	197 27%	183 25%	-	595 100%	-	-	54 30%	141 27%	159 29%	85 29%	157 30%	111 33%	282 35%	172 30%	130 28%	115 31%
C2	431 21%	226 22%	206 20%	121 21%	192 26%	118 16%	-	-	431 100%	-	39 22%	117 23%	110 20%	58 20%	108 21%	55 16%	240 30%	113 20%	108 23%	65 17%
DE	472 23%	212 21%	260 25%	119 21%	193 26%	159 22%	-	-	-	472 100%	43 24%	121 23%	131 24%	77 26%	100 19%	40 12%	121 15%	108 19%	120 26%	73 19%

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Table 8
GO Region
Base: All respondents

	Gender			Age			Social Grade				Region					Employment Sector		2010 Vote		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Scot-land	North Eng-land	Mid-lands	Wales & South West	London & South East	Public	Pri-vate	Con	Lab	LibDem
Unweighted base	2053	1014	1039	447	772	834	595	574	352	532	176	507	539	299	532	287	718	604	414	420
Weighted base	2053	1006	1047	575	739	739	554	595	431	472	178	515	542	296	522	341	809	580	470	376
Scotland	178 9%	92 9%	86 8%	40 7%	61 8%	77 10%	42 8%	54 9%	39 9%	43 9%	178 100%	-	-	-	-	26 8%	75 9%	20 4%	52 11%	23 6%
North East	93 5%	59 6%	34 3%	21 4%	34 5%	38 5%	16 3%	33 6%	20 5%	24 5%	-	93 18%	-	-	-	13 4%	35 4%	18 3%	36 8%	18 5%
North West	241 12%	116 12%	125 12%	75 13%	80 11%	86 12%	72 13%	68 11%	50 12%	52 11%	-	241 47%	-	-	-	45 13%	87 11%	71 12%	70 15%	40 11%
Yorkshire & Humberside	181 9%	94 9%	88 8%	46 8%	71 10%	64 9%	49 9%	40 7%	47 11%	45 10%	-	181 35%	-	-	-	27 8%	78 10%	45 8%	46 10%	37 10%
West Midlands	190 9%	88 9%	102 10%	55 10%	76 10%	59 8%	51 9%	57 10%	35 8%	46 10%	-	-	190 35%	-	-	28 8%	73 9%	56 10%	46 10%	28 7%
East Midlands	160 8%	79 8%	81 8%	50 9%	56 8%	54 7%	33 6%	50 8%	33 8%	44 9%	-	-	160 29%	-	-	18 5%	67 8%	46 8%	31 7%	31 8%
Wales	109 5%	50 5%	59 6%	28 5%	52 7%	29 4%	27 5%	34 6%	23 5%	24 5%	-	-	-	109 37%	-	25 7%	36 4%	21 4%	38 8%	9 2%
Eastern	192 9%	84 8%	108 10%	61 11%	70 9%	61 8%	58 10%	52 9%	42 10%	41 9%	-	-	192 36%	-	-	39 11%	68 8%	58 10%	26 6%	40 11%
London	258 13%	132 13%	126 12%	99 17%	85 11%	74 10%	65 12%	98 17%	50 12%	45 9%	-	-	-	-	258 50%	42 12%	125 15%	77 13%	63 13%	50 13%
South East	263 13%	121 12%	142 14%	57 10%	84 11%	122 17%	93 17%	58 10%	57 13%	55 12%	-	-	-	-	263 50%	47 14%	93 11%	107 18%	33 7%	49 13%
South West	187 9%	91 9%	96 9%	43 7%	70 9%	74 10%	49 9%	51 9%	35 8%	53 11%	-	-	-	187 63%	-	31 9%	71 9%	62 11%	30 6%	50 13%

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Table 9
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Gender			Age			Social Grade				Region					Employment Sector		2010 Vote		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Scot-land	North Eng-land	Mid-lands	Wales & South West	London & South East	Public	Pri-vate	Con	Lab	LibDem
Unweighted base	2053	1014	1039	447	772	834	595	574	352	532	176	507	539	299	532	287	718	604	414	420
Weighted base	2053	1006	1047	575	739	739	554	595	431	472	178	515	542	296	522	341	809	580	470	376
Yes	1273 62%	638 63%	635 61%	364 63%	403 55%	506 68%	414 75%	387 65%	260 60%	212 45%	108 61%	330 64%	322 59%	170 57%	343 66%	231 68%	509 63%	376 65%	298 63%	236 63%
No	780 38%	368 37%	412 39%	211 37%	336 45%	233 32%	140 25%	209 35%	171 40%	260 55%	70 39%	185 36%	220 41%	126 43%	178 34%	110 32%	300 37%	204 35%	172 37%	140 37%

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Table 10
Tenure
Base: All respondents

	Gender			Age			Social Grade				Region					Employment Sector		2010 Vote		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Scot-land	North Eng-land	Mid-lands	Wales & South West	London & South East	Public	Pri- vate	Con	Lab	LibDem
Unweighted base	2053	1014	1039	447	772	834	595	574	352	532	176	507	539	299	532	287	718	604	414	420
Weighted base	2053	1006	1047	575	739	739	554	595	431	472	178	515	542	296	522	341	809	580	470	376
NET: Homeowners	1396 68%	682 68%	714 68%	289 50%	474 64%	633 86%	457 82%	439 74%	291 67%	209 44%	118 66%	347 67%	397 73%	190 64%	343 66%	248 73%	524 65%	472 81%	301 64%	276 73%
Owned outright - without mortgage	677 33%	351 35%	326 31%	74 13%	115 16%	488 66%	248 45%	205 34%	123 28%	101 21%	50 28%	173 33%	163 30%	109 37%	183 35%	55 16%	172 21%	268 46%	137 29%	135 36%
Owned with a mortgage or loan	719 35%	331 33%	388 37%	215 37%	359 49%	145 20%	209 38%	234 39%	168 39%	108 23%	69 39%	175 34%	233 43%	81 27%	161 31%	193 57%	352 44%	204 35%	165 35%	141 38%
NET: Renters	643 31%	316 31%	327 31%	279 49%	260 35%	104 14%	94 17%	154 26%	137 32%	258 55%	58 33%	162 31%	143 26%	103 35%	176 34%	92 27%	275 34%	106 18%	168 36%	97 26%
Rented from the council	267 13%	138 14%	129 12%	96 17%	126 17%	45 6%	31 6%	47 8%	50 12%	138 29%	30 17%	69 13%	64 12%	36 12%	68 13%	37 11%	94 12%	39 7%	86 18%	27 7%
Rented from a housing association	122 6%	61 6%	61 6%	36 6%	57 8%	29 4%	13 2%	27 5%	26 6%	55 12%	9 5%	32 6%	26 5%	19 6%	36 7%	17 5%	43 5%	29 5%	37 8%	18 5%
Rented from someone else	254 12%	118 12%	136 13%	147 26%	77 10%	29 4%	49 9%	79 13%	60 14%	65 14%	20 11%	61 12%	53 10%	48 16%	72 14%	37 11%	138 17%	39 7%	44 9%	52 14%
Rent free	14 1%	8 1%	6 1%	7 1%	5 1%	2 *	3 1%	3 1%	4 1%	5 1%	2 1%	6 1%	2 *	3 1%	2 *	1 *	9 1%	2 *	1 *	3 1%

Conservative Party Poll

ONLINE Fieldwork : 14th-16th December 2012

Absolutes/col percents

Table 11
At what age did you finish your full time education?
Base: All respondents

	Gender		Age			Social Grade				Region					Employment Sector		2010 Vote			
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Scotland	North England	Midlands	Wales & South West	London & South East	Public	Private	Con	Lab	LibDem
Unweighted base	2053	1014	1039	447	772	834	595	574	352	532	176	507	539	299	532	287	718	604	414	420
Weighted base	2053	1006	1047	575	739	739	554	595	431	472	178	515	542	296	522	341	809	580	470	376
Under 16	672	373	299	75	272	325	114	151	184	223	55	195	189	93	140	84	238	220	164	98
	33%	37%	29%	13%	37%	44%	21%	25%	43%	47%	31%	38%	35%	31%	27%	25%	29%	38%	35%	26%
17-18	475	222	253	115	196	164	113	155	105	102	26	106	149	79	115	65	204	146	99	73
	23%	22%	24%	20%	27%	22%	20%	26%	24%	22%	15%	21%	27%	27%	22%	19%	25%	25%	21%	19%
19-24	616	285	330	251	186	179	249	195	93	79	48	140	143	86	199	151	255	160	146	155
	30%	28%	32%	44%	25%	24%	45%	33%	22%	17%	27%	27%	26%	29%	38%	44%	31%	28%	31%	41%
25-34	98	55	43	31	39	28	37	32	13	16	16	30	19	9	25	17	52	23	22	27
	5%	5%	4%	5%	5%	4%	7%	5%	3%	3%	9%	6%	3%	3%	5%	5%	6%	4%	5%	7%
35+	38	5	33	-	9	28	21	5	7	4	9	11	2	7	9	9	7	13	11	7
	2%	*	3%	-	1%	4%	4%	1%	2%	1%	5%	2%	*	2%	2%	3%	1%	2%	2%	2%
Still in full time education	71	28	44	69	2	*	7	42	11	11	16	13	19	10	13	5	16	6	8	8
	3%	3%	4%	12%	*	*	1%	7%	3%	2%	9%	3%	4%	3%	2%	2%	2%	1%	2%	2%
Never had any full time education	11	7	4	9	1	1	1	1	4	5	1	2	2	-	6	-	5	*	2	-
	1%	1%	*	1%	*	*	*	*	1%	1%	*	*	*	-	1%	-	1%	*	1%	-
Don't know	30	17	13	6	16	9	4	7	10	10	5	12	8	2	4	5	13	4	8	5
	1%	2%	1%	1%	2%	1%	1%	1%	2%	2%	3%	2%	1%	1%	1%	2%	2%	1%	2%	1%
Prefer not to answer	42	15	28	18	19	5	8	8	4	22	4	7	11	9	12	5	19	7	11	4
	2%	1%	3%	3%	3%	1%	1%	1%	1%	5%	2%	1%	2%	3%	2%	2%	2%	1%	2%	1%

Conservative Party Poll

ONLINE Fieldwork : 14th-16th December 2012

Absolutes/col percents

Table 12
What is the highest educational level that you have achieved to date?
Base: All respondents

	Gender			Age			Social Grade				Region					Employment Sector		2010 Vote		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Scot-land	North Eng-land	Mid-lands	Wales & South West	London & East	Public	Pri-vate	Con	Lab	LibDem
Unweighted base	2053	1014	1039	447	772	834	595	574	352	532	176	507	539	299	532	287	718	604	414	420
Weighted base	2053	1006	1047	575	739	739	554	595	431	472	178	515	542	296	522	341	809	580	470	376
No formal education	15 1%	6 1%	9 1%	8 1%	6 1%	1 *	* *	1 *	2 *	12 3%	2 1%	5 1%	5 1%	1 *	2 *	2 1%	3 *	3 *	3 1%	- -
Primary	13 1%	6 1%	7 1%	6 1%	2 *	5 1%	4 1%	- -	4 1%	5 1%	- -	2 *	4 1%	3 1%	5 1%	3 1%	3 *	4 1%	5 1%	1 *
Secondary school, high school, NVQ levels 1 to 3, etc.	1011 49%	500 50%	510 49%	245 43%	413 56%	352 48%	161 29%	270 45%	266 62%	313 66%	80 45%	285 55%	296 55%	135 46%	215 41%	123 36%	413 51%	301 52%	249 53%	134 36%
University degree or equivalent professional qualification, NVQ level 4, etc.	756 37%	364 36%	391 37%	213 37%	244 33%	299 40%	283 51%	246 41%	124 29%	101 21%	60 34%	163 32%	186 34%	121 41%	226 43%	156 46%	290 36%	214 37%	149 32%	182 48%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	192 9%	97 10%	95 9%	56 10%	63 9%	73 10%	96 17%	51 9%	20 5%	24 5%	25 14%	44 9%	35 6%	29 10%	59 11%	53 15%	79 10%	47 8%	49 10%	52 14%
Still in full time education	41 2%	18 2%	23 2%	41 7%	* *	- -	5 1%	23 4%	6 1%	8 2%	8 5%	7 1%	11 2%	6 2%	9 2%	2 1%	8 1%	5 1%	8 2%	4 1%
Don't know	14 1%	10 1%	4 *	3 1%	9 1%	2 *	1 *	3 1%	7 2%	3 1%	1 1%	5 1%	4 1%	- -	4 1%	2 1%	9 1%	1 *	7 2%	1 *
Prefer not to answer	12 1%	4 *	8 1%	2 *	2 *	7 1%	3 1%	1 *	2 *	6 1%	2 1%	5 1%	2 *	1 *	2 *	- -	4 *	5 1%	1 *	2 1%

Conservative Party Poll

ONLINE Fieldwork : 14th-16th December 2012

Absolutes/col percents

Table 13

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	Gender		Age			Social Grade				Region					Employment Sector		2010 Vote			
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Scot-land	North Eng-land	Mid-lands	Wales & South West	London & South East	Public	Pri-vate	Con	Lab	LibDem
Unweighted base	2053	1014	1039	447	772	834	595	574	352	532	176	507	539	299	532	287	718	604	414	420
Weighted base	2053	1006	1047	575	739	739	554	595	431	472	178	515	542	296	522	341	809	580	470	376
Yes - responsible for half or more of the items bought	1813 88%	819 81%	995 95%	490 85%	685 93%	638 86%	482 87%	521 87%	373 87%	438 93%	161 90%	467 91%	471 87%	252 85%	462 89%	307 90%	717 89%	497 86%	439 93%	331 88%
No - not responsible for most of the items bought	240 12%	187 19%	52 5%	85 15%	54 7%	101 14%	73 13%	75 13%	58 13%	34 7%	18 10%	48 9%	71 13%	44 15%	60 11%	34 10%	92 11%	83 14%	31 7%	45 12%

Conservative Party Poll

ONLINE Fieldwork : 14th-16th December 2012

Absolutes/col percents

Table 14
How many cars are there in your household?
Base: All respondents

	Gender		Age			Social Grade				Region					Employment Sector		2010 Vote			
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Scot-land	North Eng-land	Mid-lands	Wales & South West	London & South East	Public	Pri-vate	Con	Lab	LibDem
Unweighted base	2053	1014	1039	447	772	834	595	574	352	532	176	507	539	299	532	287	718	604	414	420
Weighted base	2053	1006	1047	575	739	739	554	595	431	472	178	515	542	296	522	341	809	580	470	376
No cars in the household	415 20%	172 17%	243 23%	160 28%	161 22%	94 13%	52 9%	120 20%	63 15%	180 38%	47 26%	103 20%	71 13%	57 19%	137 26%	48 14%	158 20%	78 13%	104 22%	63 17%
NET: Any	1638 80%	834 83%	804 77%	415 72%	579 78%	644 87%	502 91%	476 80%	369 85%	292 62%	132 74%	412 80%	471 87%	239 81%	384 74%	293 86%	651 80%	502 87%	366 78%	313 83%
1	850 41%	442 44%	409 39%	187 33%	301 41%	363 49%	240 43%	253 43%	172 40%	185 39%	79 44%	249 48%	214 40%	107 36%	201 38%	140 41%	320 40%	245 42%	225 48%	159 42%
2	601 29%	300 30%	301 29%	164 29%	211 28%	227 31%	195 35%	165 28%	166 38%	76 16%	40 22%	139 27%	189 35%	93 31%	141 27%	92 27%	255 32%	204 35%	117 25%	123 33%
3+	187 9%	93 9%	94 9%	64 11%	67 9%	55 7%	68 12%	58 10%	30 7%	31 7%	12 7%	24 5%	68 13%	39 13%	43 8%	62 18%	75 9%	53 9%	25 5%	31 8%

Conservative Party Poll

ONLINE Fieldwork : 14th-16th December 2012

Absolutes/col percents

Table 15
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Gender		Age			Social Grade				Region					Employment Sector		2010 Vote			
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Scot-land	North Eng-land	Mid-lands	Wales & South West	London & South East	Public	Pri-vate	Con	Lab	LibDem
Unweighted base	2053	1014	1039	447	772	834	595	574	352	532	176	507	539	299	532	287	718	604	414	420
Weighted base	2053	1006	1047	575	739	739	554	595	431	472	178	515	542	296	522	341	809	580	470	376
White	1917 93%	942 94%	975 93%	500 87%	692 94%	725 98%	516 93%	547 92%	417 97%	437 93%	173 97%	493 96%	504 93%	290 98%	457 88%	318 93%	747 92%	560 97%	423 90%	354 94%
NET: Non-white	117 6%	52 5%	65 6%	68 12%	44 6%	5 1%	28 5%	44 7%	15 3%	31 7%	3 2%	18 3%	33 6%	5 2%	58 11%	22 6%	56 7%	16 3%	44 9%	18 5%
Mixed	19 1%	10 1%	9 1%	10 2%	8 1%	1 *	5 1%	7 1%	2 1%	5 1%	- -	3 1%	7 1%	* *	8 2%	4 1%	8 1%	6 1%	2 *	4 1%
Asian	59 3%	30 3%	29 3%	38 7%	19 3%	2 *	12 2%	21 3%	8 2%	18 4%	* *	8 2%	19 3%	4 2%	27 5%	4 1%	32 4%	7 1%	28 6%	6 2%
Black	24 1%	7 1%	17 2%	12 2%	12 2%	-	3 1%	11 2%	4 1%	6 1%	-	1 *	6 1%	-	17 3%	7 2%	11 1%	1 *	14 3%	6 2%
Chinese	9 *	3 *	7 1%	5 1%	3 *	1 *	5 1%	3 1%	-	1 *	3 2%	2 *	-	-	4 1%	5 2%	3 *	1 *	-	2 1%
Other ethnic group	6 *	2 *	4 *	4 1%	2 *	1 *	1 *	3 *	-	2 *	-	3 1%	1 *	-	2 *	1 *	1 *	-	1 *	* *
Prefer not to answer	19 1%	12 1%	7 1%	7 1%	3 *	8 1%	10 2%	4 1%	-	4 1%	2 1%	5 1%	5 1%	1 *	6 1%	2 1%	6 1%	4 1%	4 1%	4 1%

Conservative Party Poll

ONLINE Fieldwork : 14th-16th December 2012

Absolutes/col percents

Table 16

To which of the following religious groups do you consider yourself to be a member of?

Base: All respondents

	Gender		Age			Social Grade				Region					Employment Sector		2010 Vote			
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Scot-land	North Eng-land	Mid-lands	Wales & South West	London & South East	Public	Pri-vate	Con	Lab	LibDem
Unweighted base	2053	1014	1039	447	772	834	595	574	352	532	176	507	539	299	532	287	718	604	414	420
Weighted base	2053	1006	1047	575	739	739	554	595	431	472	178	515	542	296	522	341	809	580	470	376
Christian	1096 53%	543 54%	553 53%	220 38%	400 54%	477 65%	300 54%	312 52%	241 56%	242 51%	107 60%	288 56%	280 52%	142 48%	279 53%	190 56%	413 51%	387 67%	257 55%	170 45%
NET: Other	115 6%	51 5%	64 6%	65 11%	31 4%	20 3%	27 5%	40 7%	12 3%	36 8%	7 4%	24 5%	31 6%	9 3%	44 8%	23 7%	51 6%	21 4%	39 8%	21 6%
Muslim	35 2%	18 2%	17 2%	29 5%	5 1%	1 *	3 1%	18 3%	4 1%	10 2%	* *	10 2%	13 2%	- -	11 2%	5 2%	14 2%	5 1%	12 2%	6 2%
Hindu	20 1%	13 1%	7 1%	7 1%	11 2%	1 *	12 2%	5 1%	- -	3 1%	- -	2 *	2 *	1 *	15 3%	4 1%	8 1%	3 1%	12 2%	1 *
Jewish	9 *	6 1%	3 *	1 *	2 *	7 1%	2 *	3 *	1 *	3 1%	1 1%	2 *	1 *	* *	4 1%	* *	2 *	5 1%	1 *	1 *
Sikh	6 *	1 *	5 *	5 1%	1 *	- -	- -	- -	3 1%	3 1%	- -	- -	1 *	- -	5 1%	- -	6 1%	- -	4 1%	- -
Buddhist	9 *	5 *	4 *	5 1%	2 *	2 *	3 1%	4 1%	- -	2 *	2 1%	1 *	2 *	1 *	2 *	1 *	6 1%	- -	* *	4 1%
Other	37 2%	9 1%	28 3%	18 3%	10 1%	9 1%	7 1%	10 2%	5 1%	15 3%	2 1%	9 2%	12 2%	7 2%	7 1%	12 3%	14 2%	8 1%	10 2%	9 2%
None	811 40%	393 39%	418 40%	280 49%	298 40%	234 32%	217 39%	236 40%	169 39%	188 40%	64 36%	200 39%	219 40%	141 48%	187 36%	124 36%	330 41%	167 29%	170 36%	180 48%
Prefer not to say	30 1%	19 2%	12 1%	11 2%	11 1%	9 1%	10 2%	7 1%	8 2%	5 1%	- -	4 1%	12 2%	3 1%	11 2%	4 1%	14 2%	5 1%	4 1%	4 1%

Conservative Party Poll

ONLINE Fieldwork : 14th-16th December 2012

Absolutes/col percents

Table 17
Which of the following best describes where you live?
Base: All respondents

	Gender			Age			Social Grade				Region					Employment Sector		2010 Vote		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Scot-land	North Eng-land	Mid-lands	Wales & South West	London & South East	Public	Pri-vate	Con	Lab	LibDem
Unweighted base	2053	1014	1039	447	772	834	595	574	352	532	176	507	539	299	532	287	718	604	414	420
Weighted base	2053	1006	1047	575	739	739	554	595	431	472	178	515	542	296	522	341	809	580	470	376
NET: Urban	1588 77%	812 81%	776 74%	477 83%	594 80%	517 70%	402 73%	461 77%	338 78%	387 82%	125 70%	426 83%	394 73%	188 63%	455 87%	255 75%	665 82%	426 73%	395 84%	286 76%
Urban - Population over 10,000	816 40%	469 47%	346 33%	272 47%	300 41%	243 33%	219 40%	258 43%	161 37%	177 38%	66 37%	202 39%	166 31%	71 24%	310 60%	147 43%	364 45%	202 35%	211 45%	155 41%
Town and Fringe	773 38%	343 34%	430 41%	205 36%	294 40%	274 37%	183 33%	203 34%	176 41%	210 45%	59 33%	224 43%	228 42%	116 39%	145 28%	108 32%	301 37%	224 39%	184 39%	132 35%
NET: Rural	465 23%	194 19%	271 26%	98 17%	145 20%	222 30%	152 27%	135 23%	94 22%	85 18%	53 30%	89 17%	147 27%	108 37%	66 13%	86 25%	144 18%	154 27%	75 16%	90 24%
Village	394 19%	158 16%	236 23%	96 17%	123 17%	175 24%	123 22%	120 20%	78 18%	73 16%	37 21%	79 15%	135 25%	81 27%	63 12%	73 21%	116 14%	123 21%	67 14%	80 21%
Hamlet & Isolated Dwelling	71 3%	36 4%	35 3%	2 *	23 3%	47 6%	29 5%	15 2%	16 4%	11 2%	17 9%	11 2%	13 2%	27 9%	4 1%	12 4%	27 3%	31 5%	8 2%	10 3%

Conservative Party Poll

ONLINE Fieldwork : 14th-16th December 2012

Absolutes/col percents

Table 18
Which of the following best describes your current working status?
Base: All respondents

	Gender			Age			Social Grade				Region					Employment Sector		2010 Vote		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Scot-land	North Eng-land	Mid-lands	Wales & South West	London & South East	Public	Pri-vate	Con	Lab	LibDem
Unweighted base	2053	1014	1039	447	772	834	595	574	352	532	176	507	539	299	532	287	718	604	414	420
Weighted base	2053	1006	1047	575	739	739	554	595	431	472	178	515	542	296	522	341	809	580	470	376
NET: Working	1150	618	532	410	551	189	301	393	295	161	100	286	294	163	307	341	809	292	279	211
	56%	61%	51%	71%	75%	26%	54%	66%	68%	34%	56%	55%	54%	55%	59%	100%	100%	50%	59%	56%
Working full time - working 30 hours per week or more	903	549	354	327	457	119	247	317	224	115	76	217	237	127	247	274	629	224	232	166
	44%	55%	34%	57%	62%	16%	45%	53%	52%	24%	43%	42%	44%	43%	47%	80%	78%	39%	49%	44%
Working part time - working between 8 and 29 hours per week	246	69	178	82	95	69	54	77	70	46	24	69	56	36	60	67	179	68	47	45
	12%	7%	17%	14%	13%	9%	10%	13%	16%	10%	14%	13%	10%	12%	20%	22%	12%	10%	12%	
NET: Not working	903	388	515	165	188	550	254	202	136	311	78	229	248	133	215	-	-	288	192	165
	44%	39%	49%	29%	25%	74%	46%	34%	32%	66%	44%	45%	46%	45%	41%	-	-	50%	41%	44%
Not working but seeking work or temporarily unemployed or sick	133	57	75	51	65	17	8	13	12	99	7	38	36	20	32	-	-	30	29	14
	6%	6%	7%	9%	9%	2%	1%	2%	3%	21%	4%	7%	7%	7%	6%	-	-	5%	6%	4%
Not working and not seeking work	104	49	55	65	28	12	5	42	13	44	16	19	37	13	19	-	-	16	21	18
	5%	5%	5%	11%	4%	2%	1%	7%	3%	9%	9%	4%	7%	4%	4%	-	-	3%	5%	5%
Retired on a state pension only	100	34	66	-	*	100	10	9	7	74	12	30	23	14	22	-	-	35	25	17
	5%	3%	6%	-	*	14%	2%	2%	2%	16%	7%	6%	4%	5%	4%	-	-	6%	5%	5%
Retired with a private pension	407	233	174	-	11	396	210	118	64	15	35	106	100	53	113	-	-	180	82	84
	20%	23%	17%	-	2%	54%	38%	20%	15%	3%	19%	21%	18%	18%	22%	-	-	31%	18%	22%
House person, housewife, househusband, etc.	159	15	144	49	84	26	20	20	40	78	8	36	52	33	29	-	-	26	34	31
	8%	1%	14%	9%	11%	4%	4%	3%	9%	17%	5%	7%	10%	11%	6%	-	-	5%	7%	8%

Conservative Party Poll

ONLINE Fieldwork : 14th-16th December 2012

Absolutes/col percents

Table 19
Do you work in any of the following occupations?
Base: All respondents who work

	Gender			Age			Social Grade				Region					Employment Sector		2010 Vote		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Scot-land	North Eng-land	Mid-lands	Wales & South West	London & South East	Public	Pri-vate	Con	Lab	LibDem
Unweighted base	1005	524	481	296	525	184	281	347	222	155	84	260	253	137	271	287	718	265	218	208
Weighted base	1150	618	532	410	551	189	301	393	295	161	100	286	294	163	307	341	809	292	279	211
NET: Public Sector	341 30%	145 23%	196 37%	129 31%	155 28%	58 31%	135 45%	111 28%	55 19%	40 25%	26 26%	85 30%	85 29%	55 34%	89 29%	341 100%	-	65 22%	101 36%	74 35%
Central government including all administrative departments and central government agencies such as the Bank of England	33 3%	15 2%	18 3%	12 3%	19 3%	2 1%	14 5%	17 4%	-	2 1%	2 2%	14 5%	8 3%	2 1%	5 2%	33 10%	-	5 2%	13 5%	6 3%
HM Forces	3 *	2 *	1 *	2 *	1 *	-	-	1 *	2 1%	-	-	-	1 *	1 *	1 *	3 1%	-	-	-	-
National Health Service	78 7%	30 5%	49 9%	46 11%	20 4%	13 7%	25 8%	24 6%	18 6%	12 8%	5 5%	16 6%	18 6%	19 11%	21 7%	78 23%	-	16 6%	16 6%	17 8%
Universities and Academies funded by government	23 2%	9 1%	14 3%	13 3%	4 1%	6 3%	11 4%	8 2%	2 1%	2 1%	-	6 2%	4 1%	7 4%	6 2%	23 7%	-	5 2%	7 2%	6 3%
Courts service	5 *	4 1%	* *	2 1%	2 *	-	3 1%	2 *	-	-	-	1 *	* *	-	3 1%	5 1%	-	-	3 1%	-
Local government administration	43 4%	15 2%	28 5%	12 3%	17 3%	13 7%	20 7%	17 4%	1 *	5 3%	1 1%	9 3%	16 5%	4 2%	13 4%	43 13%	-	16 5%	12 4%	10 5%
Police service	10 1%	7 1%	3 1%	3 1%	7 1%	-	-	7 2%	4 1%	-	1 1%	3 1%	* *	1 *	4 1%	10 3%	-	3 1%	2 1%	1 1%
Public sector housing	11 1%	7 1%	4 1%	5 1%	6 1%	-	2 1%	5 1%	3 1%	-	1 1%	2 1%	1 *	-	7 2%	11 3%	-	1 *	7 3%	2 1%
Teaching employed by local education authority including voluntary aided schools and foundation schools	61 5%	13 2%	48 9%	17 4%	31 6%	13 7%	38 13%	11 3%	9 3%	3 2%	3 3%	10 3%	23 8%	12 8%	13 4%	61 18%	-	9 3%	16 6%	14 7%

Conservative Party Poll

ONLINE Fieldwork : 14th-16th December 2012

Absolutes/col percents

Table 19
Do you work in any of the following occupations?
Base: All respondents who work

	Gender		Age			Social Grade				Region					Employment Sector		2010 Vote			
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Scotland	North England	Midlands	Wales & South West	London & South East	Public	Private	Con	Lab	LibDem
Weighted base	1150	618	532	410	551	189	301	393	295	161	100	286	294	163	307	341	809	292	279	211
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	20 2%	16 3%	5 1%	5 1%	15 3%	1 *	1 *	7 2%	5 2%	7 4%	1 1%	3 1%	3 1%	6 3%	8 2%	20 6%	- -	1 *	10 4%	6 3%
Bradford and Bingley or Northern Rock Building societies	* *	- -	* *	- -	* *	- -	* *	- -	- -	- -	- -	- -	* *	- -	- -	* *	- -	- -	- -	- -
Other public sector occupation (please specify as much detail as possible)	54 5%	28 5%	26 5%	13 3%	31 6%	10 5%	21 7%	12 3%	12 4%	10 6%	12 12%	18 6%	10 4%	5 3%	9 3%	54 16%	- -	10 3%	14 5%	12 6%
None of the above (Private Sector)	809 70%	473 77%	336 63%	281 69%	397 72%	131 69%	166 55%	282 72%	240 81%	121 75%	75 74%	201 70%	209 71%	107 66%	218 71%	- -	809 100%	227 78%	177 64%	137 65%

Conservative Party Poll

ONLINE Fieldwork : 14th-16th December 2012

Absolutes/col percents

Table 20
Do you have any children aged 18 or under? If so, how old are they?
Base: All respondents

	Gender			Age			Social Grade				Region					Employment Sector		2010 Vote		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Scotland	North England	Midlands	Wales & South West	London & South East	Public	Private	Con	Lab	LibDem
Unweighted base	2053	1014	1039	447	772	834	595	574	352	532	176	507	539	299	532	287	718	604	414	420
Weighted base	2053	1006	1047	575	739	739	554	595	431	472	178	515	542	296	522	341	809	580	470	376
No children aged 18 or under	1469 72%	721 72%	748 71%	372 65%	387 52%	710 96%	425 77%	450 76%	272 63%	322 68%	136 76%	359 70%	374 69%	201 68%	398 76%	222 65%	508 63%	449 77%	296 63%	298 79%
NET: Yes	569 28%	274 27%	296 28%	196 34%	346 47%	28 4%	125 23%	143 24%	156 36%	144 31%	42 24%	154 30%	164 30%	91 31%	117 22%	116 34%	293 36%	126 22%	172 37%	77 20%
Yes - children aged under 5 years old	175 9%	74 7%	101 10%	122 21%	50 7%	2 *	32 6%	44 7%	48 11%	52 11%	9 5%	50 10%	52 10%	24 8%	41 8%	37 11%	83 10%	28 5%	47 10%	29 8%
Yes - children aged 5 to 10 years old	251 12%	129 13%	122 12%	99 17%	148 20%	4 1%	71 13%	56 9%	64 15%	60 13%	18 10%	70 14%	75 14%	32 11%	56 11%	37 11%	143 18%	58 10%	85 18%	33 9%
Yes - children aged 11 to 15 years old	233 11%	109 11%	123 12%	48 8%	175 24%	9 1%	54 10%	50 8%	70 16%	58 12%	14 8%	65 13%	58 11%	40 14%	55 11%	50 15%	125 15%	61 10%	70 15%	30 8%
Yes - children aged 16 to 18 years old	151 7%	75 7%	76 7%	10 2%	124 17%	17 2%	29 5%	44 7%	37 9%	41 9%	9 5%	44 8%	43 8%	31 10%	24 5%	39 11%	70 9%	44 8%	43 9%	12 3%
Refused	14 1%	12 1%	3 *	7 1%	6 1%	1 *	4 1%	2 *	3 1%	6 1%	- -	1 *	3 1%	4 1%	7 1%	3 1%	7 1%	5 1%	3 1%	1 *

Conservative Party Poll

ONLINE Fieldwork : 14th-16th December 2012

Absolutes/col percents

Table 21
Which of the following ITV regions do you live in?
Base: All respondents

	Gender			Age			Social Grade				Region					Employment Sector		2010 Vote		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Scot-land	North Eng-land	Mid-lands	Wales & South West	London & South East	Public	Pri-vate	Con	Lab	LibDem
Unweighted base	2053	1014	1039	447	772	834	595	574	352	532	176	507	539	299	532	287	718	604	414	420
Weighted base	2053	1006	1047	575	739	739	554	595	431	472	178	515	542	296	522	341	809	580	470	376
Anglia	206 10%	78 8%	128 12%	71 12%	66 9%	69 9%	70 13%	60 10%	42 10%	34 7%	- -	1 *	187 35%	- -	18 3%	41 12%	72 9%	64 11%	25 5%	39 10%
Central	309 15%	148 15%	161 15%	91 16%	118 16%	100 13%	73 13%	92 15%	61 14%	83 18%	1 *	1 *	303 56%	1 *	3 1%	44 13%	123 15%	86 15%	77 16%	51 14%
Grampian	22 1%	12 1%	10 1%	2 *	8 1%	12 2%	7 1%	7 1%	3 1%	6 1%	20 11%	- -	- -	- -	2 *	4 1%	5 1%	2 *	6 1%	3 1%
Granada	239 12%	115 11%	124 12%	76 13%	79 11%	84 11%	72 13%	67 11%	50 12%	50 11%	- -	236 46%	2 *	1 *	- -	45 13%	87 11%	71 12%	68 15%	39 10%
London	339 17%	174 17%	165 16%	115 20%	106 14%	118 16%	95 17%	115 19%	70 16%	58 12%	- -	- -	20 4%	1 *	317 61%	54 16%	155 19%	108 19%	72 15%	66 18%
Meridian	210 10%	107 11%	103 10%	43 8%	73 10%	93 13%	69 12%	50 8%	44 10%	48 10%	1 1%	- -	1 *	27 9%	181 35%	36 11%	73 9%	84 14%	22 5%	45 12%
Scottish	153 7%	80 8%	74 7%	40 7%	49 7%	65 9%	36 6%	47 8%	36 8%	35 7%	152 85%	2 *	- -	- -	- -	23 7%	65 8%	17 3%	46 10%	19 5%
Tyne Tees	97 5%	61 6%	36 3%	20 3%	39 5%	39 5%	18 3%	30 5%	22 5%	27 6%	5 3%	92 18%	- -	- -	- -	13 4%	39 5%	18 3%	40 9%	19 5%
Wales & West	146 7%	67 7%	79 8%	38 7%	73 10%	36 5%	33 6%	46 8%	26 6%	40 8%	- -	- -	* *	145 49%	- -	29 8%	51 6%	26 4%	50 11%	22 6%
Westcountry	121 6%	54 5%	68 6%	28 5%	43 6%	50 7%	30 5%	32 5%	25 6%	34 7%	- -	* *	* *	121 41%	- -	24 7%	46 6%	47 8%	17 4%	28 8%
Yorkshire	211 10%	110 11%	100 10%	51 9%	86 12%	74 10%	52 9%	50 8%	52 12%	57 12%	- -	183 36%	28 5%	- -	- -	28 8%	93 11%	57 10%	46 10%	44 12%

Conservative Party Poll

ONLINE Fieldwork : 14th-16th December 2012

Absolutes/col percents

Table 22
Marital Status
Base: All respondents

	Gender			Age			Social Grade				Region					Employment Sector		2010 Vote		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Scot-land	North Eng-land	Mid-lands	Wales & South West	London & South East	Public	Pri-vate	Con	Lab	LibDem
Unweighted base	2053	1014	1039	447	772	834	595	574	352	532	176	507	539	299	532	287	718	604	414	420
Weighted base	2053	1006	1047	575	739	739	554	595	431	472	178	515	542	296	522	341	809	580	470	376
Single	557 27%	286 28%	271 26%	305 53%	197 27%	55 8%	113 20%	201 34%	95 22%	147 31%	44 25%	116 22%	160 30%	80 27%	157 30%	102 30%	265 33%	119 21%	122 26%	98 26%
NET: Married/ Civil partnership/ co habiting	1222 60%	609 60%	613 59%	259 45%	448 61%	515 70%	365 66%	309 52%	304 70%	245 52%	102 57%	333 65%	325 60%	180 61%	282 54%	207 61%	444 55%	374 64%	286 61%	228 61%
Married	949 46%	498 50%	451 43%	124 22%	346 47%	478 65%	301 54%	239 40%	228 53%	181 38%	82 46%	257 50%	246 45%	133 45%	231 44%	147 43%	306 38%	327 56%	232 49%	169 45%
Civil Partnership	17 1%	10 1%	7 1%	5 1%	7 1%	5 1%	2 *	8 1%	2 *	5 1%	3 2%	7 1%	3 *	1 *	4 1%	2 1%	8 1%	6 1%	3 1%	1 *
Co Habiting	256 12%	101 10%	156 15%	130 23%	94 13%	33 4%	63 11%	62 10%	73 17%	59 12%	17 9%	69 13%	76 14%	46 16%	48 9%	58 17%	130 16%	40 7%	51 11%	58 15%
NET: Widowed/ separated/ divorced	267 13%	106 11%	161 15%	6 1%	95 13%	166 23%	74 13%	82 14%	33 8%	78 17%	30 17%	64 12%	57 10%	36 12%	80 15%	32 9%	96 12%	85 15%	61 13%	50 13%
Widowed	61 3%	19 2%	42 4%	- -	4 1%	57 8%	21 4%	19 3%	5 1%	17 4%	10 6%	15 3%	12 2%	7 2%	17 3%	3 1%	8 1%	30 5%	12 2%	9 2%
Separated	35 2%	18 2%	17 2%	3 1%	14 2%	17 2%	8 1%	9 1%	4 1%	14 3%	5 3%	10 2%	11 2%	3 1%	5 1%	2 1%	16 2%	7 1%	12 3%	6 2%
Divorced	171 8%	70 7%	101 10%	3 *	77 10%	92 12%	46 8%	54 9%	24 5%	47 10%	14 8%	39 8%	33 6%	26 9%	58 11%	27 8%	72 9%	48 8%	37 8%	35 9%
Prefer not to answer	7 *	5 *	2 *	5 1%	- -	2 *	2 *	3 1%	- -	2 *	3 1%	2 *	- -	- -	2 *	- -	4 *	2 *	1 *	- -

Conservative Party Poll

ONLINE Fieldwork : 14th-16th December 2012

Absolutes/col percents

Table 23
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Gender			Age			Social Grade				Region					Employment Sector		2010 Vote		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Scot-land	North Eng-land	Mid-lands	Wales & South West	London & South East	Public	Pri-vate	Con	Lab	LibDem
Unweighted base	2053	1014	1039	447	772	834	595	574	352	532	176	507	539	299	532	287	718	604	414	420
Weighted base	2053	1006	1047	575	739	739	554	595	431	472	178	515	542	296	522	341	809	580	470	376
Glasgow	86 4%	47 5%	39 4%	24 4%	28 4%	33 5%	25 4%	24 4%	16 4%	20 4%	86 48%	-	-	-	-	11 3%	39 5%	11 2%	33 7%	6 2%
Edinburgh	64 3%	31 3%	33 3%	11 2%	19 3%	33 5%	10 2%	19 3%	18 4%	17 4%	64 36%	-	-	-	-	11 3%	25 3%	5 1%	12 3%	10 3%
Newcastle	90 4%	55 5%	34 3%	20 3%	30 4%	39 5%	14 3%	31 5%	21 5%	24 5%	-	90 17%	-	-	-	12 4%	32 4%	17 3%	37 8%	19 5%
Leeds	93 5%	39 4%	54 5%	26 5%	29 4%	38 5%	25 4%	19 3%	24 6%	25 5%	-	93 18%	-	-	-	7 2%	38 5%	20 3%	25 5%	17 5%
Hull	35 2%	21 2%	13 1%	8 1%	14 2%	13 2%	8 1%	11 2%	7 2%	8 2%	-	34 7%	1 *	-	-	2 1%	20 3%	14 2%	6 1%	3 1%
Sheffield	56 3%	36 4%	20 2%	9 2%	31 4%	16 2%	18 3%	10 2%	14 3%	14 3%	-	50 10%	6 1%	-	-	15 4%	21 3%	10 2%	16 3%	17 4%
Manchester	177 9%	88 9%	88 8%	62 11%	62 8%	54 7%	47 8%	51 9%	39 9%	39 8%	-	168 33%	9 2%	-	-	33 10%	70 9%	52 9%	58 12%	22 6%
Liverpool	76 4%	32 3%	43 4%	13 2%	30 4%	32 4%	29 5%	22 4%	11 3%	14 3%	-	58 11%	1 *	16 5%	-	17 5%	24 3%	22 4%	15 3%	17 4%
Nottingham	91 4%	44 4%	46 4%	21 4%	40 5%	30 4%	20 4%	28 5%	21 5%	21 5%	-	1 *	90 17%	-	-	9 3%	41 5%	17 3%	21 4%	22 6%
Birmingham	174 8%	81 8%	93 9%	56 10%	69 9%	49 7%	45 8%	55 9%	33 8%	41 9%	-	-	173 32%	1 *	-	28 8%	68 8%	56 10%	36 8%	25 7%
Norwich	98 5%	36 4%	62 6%	36 6%	31 4%	31 4%	24 4%	26 4%	23 5%	25 5%	-	-	98 18%	-	* *	23 7%	33 4%	25 4%	8 2%	27 7%
Milton Keynes	65 3%	27 3%	38 4%	19 3%	24 3%	22 3%	19 3%	25 4%	10 2%	11 2%	-	-	52 10%	-	13 2%	14 4%	23 3%	25 4%	12 2%	6 2%
Brighton	64 3%	35 3%	29 3%	9 2%	27 4%	28 4%	24 4%	16 3%	14 3%	10 2%	1 1%	-	-	2 1%	61 12%	14 4%	26 3%	19 3%	7 2%	12 3%
Oxford	26 1%	16 2%	10 1%	3 1%	5 1%	18 2%	9 2%	4 1%	8 2%	6 1%	-	-	6 1%	9 3%	12 2%	3 1%	12 1%	14 2%	1 *	4 1%

Conservative Party Poll

ONLINE Fieldwork : 14th-16th December 2012

Absolutes/col percents

Table 23
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Gender			Age			Social Grade				Region					Employment Sector		2010 Vote		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Scotland	North England	Mid-lands	Wales & South West	London & South East	Public	Private	Con	Lab	LibDem
Weighted base	2053	1006	1047	575	739	739	554	595	431	472	178	515	542	296	522	341	809	580	470	376
London	406 20%	205 20%	201 19%	139 24%	130 18%	136 18%	122 22%	133 22%	76 18%	74 16%	- -	- -	47 9%	- -	359 69%	63 19%	180 22%	132 23%	88 19%	75 20%
Southampton	76 4%	35 3%	41 4%	17 3%	22 3%	37 5%	25 4%	9 1%	22 5%	21 4%	- -	- -	- -	25 8%	51 10%	17 5%	20 2%	28 5%	6 1%	18 5%
Bristol	70 3%	37 4%	33 3%	19 3%	32 4%	19 3%	22 4%	18 3%	11 3%	19 4%	- -	- -	4 1%	66 22%	- -	13 4%	27 3%	21 4%	17 4%	18 5%
Plymouth	64 3%	22 2%	41 4%	14 2%	25 3%	25 3%	13 2%	20 3%	10 2%	20 4%	- -	- -	- -	64 22%	- -	11 3%	21 3%	24 4%	9 2%	16 4%
Cardiff	75 4%	36 4%	39 4%	22 4%	35 5%	18 2%	22 4%	19 3%	17 4%	18 4%	- -	- -	* *	75 25%	- -	17 5%	24 3%	11 2%	24 5%	7 2%
None of these	170 8%	80 8%	89 9%	48 8%	56 8%	66 9%	36 6%	55 9%	36 8%	44 9%	28 16%	21 4%	56 10%	39 13%	26 5%	19 6%	65 8%	57 10%	40 9%	33 9%

Conservative Party Poll

ONLINE Fieldwork : 14th-16th December 2012

Absolutes/col percents

Table 24

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

	Gender			Age			Social Grade				Region					Employment Sector		2010 Vote			
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Scot-land	North Eng-land	Mid-lands	Wales & South West	London & South East	Public	Pri-vate	Con	Lab	LibDem	
Unweighted base	2053	1014	1039	447	772	834	595	574	352	532	176	507	539	299	532	287	718	604	414	420	
Weighted base	2053	1006	1047	575	739	739	554	595	431	472	178	515	542	296	522	341	809	580	470	376	
Up to £7,000	(3.5) 5%	112 4%	41 7%	71 9%	52 5%	38 3%	22 *	2 4%	22 2%	8 17%	80 5%	9 5%	25 7%	36 5%	16 5%	26 1%	2 3%	21 3%	16 3%	34 7%	11 3%
£7,001 to £14,000	(10.5) 14%	294 12%	117 17%	177 17%	80 14%	92 12%	123 17%	32 6%	67 11%	33 8%	162 34%	26 14%	77 15%	86 16%	45 15%	61 12%	13 4%	73 9%	65 11%	72 15%	46 12%
£14,001 to £21,000	(17.5) 18%	378 18%	177 18%	201 19%	99 17%	134 18%	145 20%	76 14%	121 20%	76 18%	104 22%	23 13%	118 23%	93 17%	59 20%	85 16%	65 19%	155 19%	105 18%	90 19%	76 20%
£21,001 to £28,000	(24.5) 18%	380 21%	206 17%	173 17%	84 15%	158 21%	138 19%	98 18%	121 20%	113 26%	48 10%	42 24%	87 17%	107 20%	47 16%	97 19%	62 18%	167 21%	124 21%	82 17%	67 18%
£28,001 to £34,000	(31) 17%	351 18%	180 18%	170 16%	109 19%	127 17%	115 16%	112 20%	112 19%	93 22%	33 7%	36 20%	86 17%	88 16%	49 16%	92 18%	54 16%	176 22%	96 17%	83 18%	69 18%
£34,001 to £41,000	(37.5) 12%	237 13%	136 13%	102 10%	66 11%	92 12%	79 11%	101 18%	66 11%	54 13%	16 3%	13 7%	65 13%	53 10%	39 13%	68 13%	66 19%	101 12%	83 14%	61 13%	50 13%
£41,001 to £48,000	(44.5) 4%	90 5%	52 5%	37 4%	27 5%	32 4%	31 4%	33 6%	30 5%	23 5%	4 1%	6 3%	15 3%	25 5%	15 5%	28 5%	29 8%	42 5%	26 4%	11 2%	19 5%
£48,001 to £55,000	(51.5) 2%	38 2%	25 2%	13 1%	4 1%	20 3%	14 2%	24 4%	5 1%	6 1%	3 1%	3 2%	11 2%	9 2%	5 2%	11 2%	10 3%	21 3%	13 2%	5 1%	8 2%
£55,001 to £62,000	(58.5) 1%	22 1%	14 1%	7 1%	9 2%	10 1%	2 *	9 2%	8 1%	2 1%	2 *	5 3%	6 1%	2 *	1 *	8 2%	5 2%	10 1%	6 1%	1 *	5 1%
£62,001 to £69,000	(65.5) *	10 *	2 *	7 1%	2 *	2 *	6 1%	8 1%	- -	1 *	1 *	6 3%	- -	1 *	- -	3 1%	6 2%	2 *	3 *	1 *	- -
£69,001 to £76,000	(72.5) *	6 *	4 *	2 *	4 1%	2 *	- -	2 *	4 1%	- -	- -	- -	- -	2 1%	4 1%	- -	4 *	2 *	2 *	- -	2 1%
£76,001 to £83,000	(79.5) *	3 *	3 *	1 *	3 *	- -	1 *	2 *	- -	2 *	- -	- -	- -	1 *	- -	2 *	- -	3 *	- -	- -	2 *
£83,001 or more	(86) 1%	16 1%	5 *	12 1%	5 1%	4 1%	7 1%	16 3%	- -	- -	- -	- -	2 *	4 1%	- -	10 2%	10 3%	4 *	9 2%	2 1%	5 1%
Prefer not to answer	116 6%	45 4%	72 7%	32 6%	29 4%	55 7%	38 7%	38 6%	21 5%	19 4%	10 5%	23 5%	38 7%	19 6%	27 5%	19 6%	31 4%	34 6%	28 6%	17 4%	
Average income (£000's)	25.36	26.68	24.06	25.20	25.77	25.06	32.51	25.50	26.78	15.77	26.29	24.32	24.10	24.61	27.79	32.00	27.45	27.32	23.53	27.21	